



sara e frazier

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design experience

ftd, llc · downers grove, il · 2018 – present

Working on marketing materials to inform and grow our member network— emails, postcards, sell sheets, catalogs, trade ads, etc. Creating assets for our florist members to support their sales & marketing— in-store signage, product selection books, emails, web assets, social images. Providing additional support the consumer division by designing flyers, postcards, emails, website assets, display ads, social media images, etc. Developing art direction for in-studio lifestyle shoots. Creating new design templates and executing the launch of the FTD rebrand across both the consumer and member divisions.

freelance · 2010 – present

Working on a contract/project basis as a graphic designer for a variety of companies/clients.

fournier pr + consulting · new york, ny invitations, brochures

performance health · warrenville, il catalog

belvedere trading · chicago, il logo redesign

walgreens · deerfield, il ads, in-store signage, templates, color palettes

learning resources · vernon hills, il catalogs, trade show signage

collections, etc. · elk grove, il catalogs

blue chip marketing · northbrook, il ads, circulars, in-store signage

cadence, inc. · wheeling, il sell sheets, labels

clinton dental professionals · des plaines, il logo, postcard, digital signage

universal beauty products, inc. · glendale heights, il · 2014 – 2017

Worked on the relaunch of the Votre Vu luxury skin care and cosmetics line. Created guidelines for the rebranding of the line. Designed new packaging and display concepts along with sales & marketing materials. Worked with developers on replatforming website, created web assets along with promotional emails. Photographed products for website, social media, catalogs and other collateral.

universal biosciences, inc. · glendale heights, il · 2014 – 2017

Created a variety of print and web designs for the all-natural Via Nature brand. Updated packaging designs and created new concepts. Designed sales and marketing materials—including trade ads, sell sheets, brochures, icons, email, etc. Initiated the creation of a new, cleaner, more user-friendly website.

software

indesign
photoshop
illustrator
xd
dreamweaver
microsoft office
quarkXpress

education

harper college

2012 – 2013

CE courses in
web design

ball state university

1995 – 2000

bachelor of fine arts
in graphic design

honors college
graduate

related study

photography
photo manipulation &
color correcting
html & css coding
calligraphy
letterpress printing
serigraphy
lithography
relief/woodblock
printing
intaglio

design experience (cont'd)

zoro tools, inc. · buffalo grove, il · 2011 - 2014

Worked as lead designer on a variety of print and web projects. Designed corporate identity, logos, catalogs, flyers, postcards and ads. Created email templates and graphics. Built landing pages and components for the website. Produced display ads. Helped develop and maintain marketplace storefronts. Composed social media graphics. Managed the schedule and production of product catalogs.

prinz, ltd. · northbrook, il · 2004 - 2010

Managed the design and production of an annual 100+ page catalog from concept to completion—setting up style sheets, designing page layouts, color correcting images. Created product designs and packaging for the company's line of photo frames and albums. Designed ads, flyers, sell sheets, trade show signage and maintained data and images on websites. Built standardized templates and streamlined processes for efficiency. Conceived new item numbering system and implemented its execution.

your design source, inc. · elk grove, il · 2001 - 2004

Worked for numerous clients creating print media to meet their varying needs. Designed such items as brochures, sell sheets, flyers, catalogs, newsletters, convention programs, corporate identity, advertisements, direct mail, products, packaging, user manuals, signage and posters.

enesco group, inc. · itasca, il · 2000 - 2002

Worked on the Mass Market Creative Team designing new products, packaging and displays for various licenses. Aided the sales team in creating presentations.

ball state university · department of theatre & dance · 1998 - 2000

Created various marketing media for the Theatre Program by designing posters, program covers and ads for its shows.

pro-bono design

taproot foundation · chicago, il · 2010 - 2011

Worked as the Graphic Designer alongside a team of other professionals to create an annual report for Daniel J. Nellum Youth Services.